

ABSTRACT

5 A system for providing user information to a server computer, including a personalization engine within a server computer, including an ID generator generating a user ID, in response to a user initiating a session accessing the server computer, a banner processor embedding a banner link within a web page to be transmitted from the server computer to the user, the banner link linking to a central computer and including the user ID, and a request generator issuing a request to the central computer to provide user information corresponding to the user ID, a database of user information indexed by user subscriber numbers, a match processor within the 10 central computer receiving the user ID and a user subscriber number, and associating the user ID with the user subscriber number, and a database manager retrieving user information from the database for transmission to the server computer, in response to the request generator. A method is also described and claimed.